



ORDER

Flight Dates 10/31/12-11/06/12

Contract / Revision 315720 / Vernon Parker for Congress AZ-09

Original Date / Revision 10/23/12 10/23/12 Agency Com 15%

Billing Contact

Advertiser Parker / Republican / Congr
5 Mapleton Road
Suite 300
Princeton, NJ 08540

Agency Jamestown Associates

Buying Contact

5 Mapleton Road
Suite 300
Princeton, NJ 08540

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 50333

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	10066
KPNX	32%	16106
KPPX	%	0
KSAZ	16%	8053
KTVK	17%	8556
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	12	\$6,417.50	\$7,550.00	0.00	10/29/12	11/06/12	12	\$6,417.50	\$7,550.00
Totals	12	\$6,417.50	\$7,550.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/31/12	11/02/12	M-F 7-9am M-F 7-9am	CM	7am-9am	--WTF--	:30	6	\$350.00	P-2	0.00 NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--WTF--	6		\$350.00		0.00					
N 2	KNXV	11/06/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-T-----	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----	1		\$350.00		0.00					
N 3	KNXV	10/31/12	11/02/12		CM	5pm-530pm	--WTF--	:30	2	\$900.00	P-2	0.00 NM	2	\$1,800.00



KNXV

Print Date: 10/24/12

Page 2 of 2

Contract / Revision **315720** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:13:00

Advertiser **Parker / Republican / Cong** Product **Vernon Parker for Congress** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5pm-530pm											
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$900.00		0.00			
N 4	KNXV	10/31/12	11/02/12	M-F 6pm-630pm	CM	6pm-630pm	--WTF--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$900.00		0.00			
N 5	KNXV	10/31/12	11/02/12	M-F 10-1035pm	CM	10pm-1035pm	--WTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$1,200.00		0.00			
*Tax 1 Note: Tax 0.5%.														Totals	12 \$7,550.00